

2/8/95

## BID Task Force

Bob Rosnick : 1989 inauguration - 7-yr. planning  
5-6 yrs. prior to official opening

Necessary elements:

- ① Consensus to do something
- ② Planning process brought in consultants (Roma & Assoc.)  
held workshops to create vision
- ③ Built consensus among govt + businesses

Main proponent → former mayor Dennis Zane w/ energy

Bond issue: Promotional + oversight corp. created.

Build vision, build momentum, stick w/ it.

Original plan incorporated all urban design elements

Specific Plan: sidewalk cafe ..

Parking - meters to be removed. Attendant. 2 hrs. free

Revenues from \$400k to \$4m for city

Key anchors can't be disincentives for others.

- Need long term retail base to survive  
can't survive on night time entertainment only.
- Should have focused more on tenant mix requirements
- " " gotten former commitments from city

Ron Connell : Nuts + bolts

1964 - classic area → downtown mall - downward spiral

11 member Board of Directors - 50% (c)(3)

\$500k funded by city → 4.5 staff

2 yr. planning process culminated in specific plan

Financing: Private prop. owners put up to w/assessments  
\$7.5M - parking structures (a)

\$12M → 1986 additional improvements more parking spaces

W. Edwards

More assessments: maintenance

Leverage: can demand level of svc. of cleaning & security  
\$10m revenue for city

Involvement of bus. comm.: Restaurant Assoc.  
Business Assoc.  
Owners Assoc.

Assessments: \$1m + \$400k in fees  
95¢/sq. ft (gross rentable) per yr.

Start up in Assessments: Prior to increased rents  
If nothing done, things get worse

4M visitors/yr.

Security  $\Rightarrow$  perception of lack of safety

Associations brought in more security

Hosts  $\Rightarrow$  non-security, in uniform - put on hold for now?

Cleanings  $\Rightarrow$  needed to look cleaner

Outreach  $\Rightarrow$  Bus. attraction program  $\Rightarrow$  Indir. tenants solicited  
by staff (initially by council)

John Franzen Co. - consultant on attraction

15-hour retreat: Best form of bus. attraction is bus. retention.

\$500k  $\Rightarrow$  Admin support. 4.5 staff

- Exec Dir.
- Maint. of operations coord.
- Special Events Dir.
- Ofc. mgr. / Bookkeeper facit.  
Newsletters
- part time

- Urban Design

- Consensus